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A Personal Proposition from The Gardner Nursery Company OSAGE, IOWA

1c. Paid
Osage, Iowa
Permit No. 1

Our Hardy "Blizzard Belt" Nursery Products at Greatly Reduced Prices

THIS Folder will tell you about Our Hardy Plants, Flowers, Trees, etc. grown here in the "Blizzard Belt" of Northern Iowa, where we have severe cold weather during winters, and long hot spells during the summer. You will find descriptions and actual photo reproductions of our fruits with latest reduced prices on same.

We are the people who originated the idea of the Patented Potted Bulb package and ship them by the million to Woolworth's, Kresge's and individual Department, Drug and Variety Stores from Maine to California and from Florida to Northern Canada. Perhaps you have seen our packages of Bulbs in the Stores or may be you have had the pleasure of watching them grow and blossom in your home.

Last year our growing season was very favorable and we never had such a nice lot of trees, plants, flowers, landscape stocks, and especially strawberry plants, to offer to our friends, than we have at this time. For the first time we have a large enough stock of Number 999 Giant Everbearing Strawberry Plants to go around and even now the way orders and inquiries are coming in we are liable to sell out on this popular Everbearer before the season is over. We have reduced price from \$20.00 a hundred down to \$6.00 so that all may order freely and enjoy the benefits and profits to be easily made by growing this variety that will bear you a big crop of berries the same season the plants are set. Our friends who purchased Number 999 plants in former years are coming back now with orders for hundreds and thousands and write that Number 999 beats all other Everbearers with them for big crops of berries.

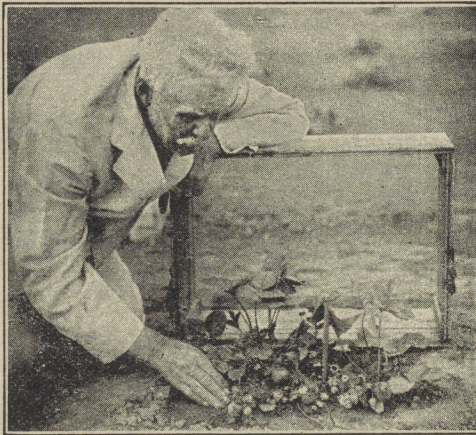
Everbearing Strawberry Garden at Reduced Prices

A fine big Everbearing Strawberry Garden for \$5.00 contains the following varieties.

50 Number 999 Giant Everbearer . . .	\$3.50
25 Champion Everbearer . . .	1.50
25 Progressive Everbearer . . .	1.00
12 New Everbearing Hybrids . . .	2.00

Total value \$8.00

We will deliver this \$8.50 Garden to you for even \$5.00. The plants will bear you great loads of delicious strawberries the same season plants are set.



Charles F. Gardner, examining a breeding box in which Number 999 Giant Everbearing was crossed with the big once-a-year fruiting Premier

DEAR FRIEND:

Will you help us select a permanent name for our new Number 39 Strawberry?

Until we find a better name we are calling it Red Gold. If you like this name please tell us when you write, and if you think of some other name that would be still better, it will please us very much to have you submit the same, for this wonderful new berry deserves a name in keeping with its high rank.

We originated the Number 39 Red Gold Strawberry and have all plants in existence of this variety and we really need every one of them for setting our own propagating fields, this spring. But, we want to get a few of these plants growing and fruiting in your vicinity for advertising purposes and have reserved a small block of plants for those of our friends who want to get a year's start in growing this big moneymaker and so offer you six plants of Number 39 Red Gold for \$5.00 or 15 plants for \$10.00 to be shipped by Insured Parcel Post at proper digging time this spring, provided you will report to us as to how the plants grow and yield with you and to tell your inquiring friends where you got them. Fifteen of the plants will grow enough new runner plants so that you can sell enough berries and plants to more than pay for your original plants and have enough left to set yourself a large patch.

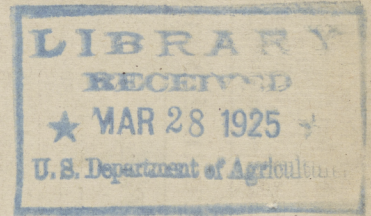
SEND NO MONEY WITH ORDER. While it is the usual custom with Nurserymen to ask for cash with order, we are pleased to extend special terms to you and you can pay the carrier for the Red Gold plants, and any other of our products you want, when the shipment arrives in good condition in the spring.

Just read about our "Blizzard Belt" Trees, Plants, Flowers, etc. and then make out your order and mark same "Pay on Arrival" and we will be glad to extend this courtesy.

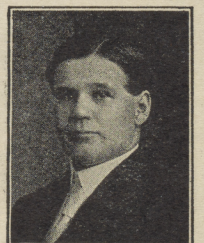
Yours for More Berry Profits,
CLARK E. GARDNER, President,
The Gardner Nursery Company.



Bob and his Hackney Pony, Nellie, are great pals



*U. S. Dept. of Agriculture
Washington, (E. J. Milstead, Esq.)
D. C.
Bureau of Plant Industry.*



Latest Reduced 1925 Prices

GREETINGS

WE EXTEND the heartiest personal greetings to our old friends far and near who have co-operated with us so splendidly during the past and we pledge all of our resources and the time and talents of our entire organization to serve your interests in the future, even better than we have in the past, for we are learning all the time and putting new methods into operation that will make this possible.

If you are not already acquainted with us I want to grasp your hand across the miles and through this little folder introduce you to THE GARDNER NURSERY COMPANY of Osage, Iowa, and to tell you something about our work of Fruit Breeding and the growing of our lines of Hardy "Blizzard Belt" Nursery products.

Our business was started away back in 1857 by the writer's grandfather, Nathaniel Clark Gardner. It was in the days when the west was wild, and there were but few settlers in this part of Iowa. It was before the railroads had come in; and, in fact, there were no regular roads, except the prairie trails that led their winding ways from settlement to settlement. Bands of Indians were a common sight. Deer and other wild game abounded along the streams, and the whole country was as far away from its present state as can well be imagined.

Grandfather's first start in the Nursery business was in growing strawberries and other small fruits and in the saving of what, in those days, seemed to be large quantities of vegetable and flower seeds. These fruits and seeds were sold to the stockkeepers in the settlements and to the neighbors. They were all hungry for the fruits and vegetables they were accustomed to enjoy in their eastern homes before moving out into what was then the wild west.

Grandfather was a great hand to experiment with different fruits, etc., and had brought a liberal supply of them overland in his Ox-drawn Covered Wagon, when moving from western New York to the new Iowa home.

Then came the period of the great Civil War that cleaned the farm and settlements of all the young men and boys who were away at the front, down in Dixie land. After the war Charles F. Gardner, the writer's father, purchased the land and established the location on which our Nurseries now stand. He made the growing of Evergreens from seed, his leading specialty for a number of years, and then took on Fruit Breeding in Plums, crossing the Hardy American varieties with the Japanese, and originated a new type of high quality Plums that are proving to be very valuable in all parts of the country. Strawberries were a fruit also grown in large quantities both for plants and for berries for market.

About 15 years ago father began his experiments in Everbearing Strawberry Breeding and in this work as well as with the Plums he was very successful. He made thousands of crosses between the earlier varieties of Everbearers, all with the view of originating new sorts that would be an improvement over the ones used as parents in the crosses. The year our Nurseries were started he had over 80,000 fruit seedlings from which to choose. When he had hundreds of new varieties of Everbearing Strawberries coming on as a result of his work, some of which are very valuable and which will be put on the market as soon as we have time to propagate sufficient plants.

Father and I were very close together in all of this work and some of the most pleasant memories of my life are the walks we used to take through the Experimental Grounds looking at the new creations and studying them with view of making new combination of crosses that would bring a still further improvement either in the fruit in the root system or habits of growth. I well remember a walk we took in June, five years ago, when we decided to cross our best Everbearing variety with the best once-a-year fruiter, to see what such a combination would bring. And as it happened from the crosses made that day, came the wonderful NUMBER 39, once-a-year fruiter, described elsewhere in this folder.

Father simply lived with his plants and would get so interested in his work that he often lost all track of meal time, and had to be looked up and told that it was time to eat. The last year of his life was spent among his new creations and he greatly enjoyed watching the new varieties grow and bear their different types of fruits.

We are carrying on Father's Plant Breeding work to the best of our ability and in the several acres which we use in testing out the new varieties. You are cordially invited to come and see what we are doing along this line whenever you happen to be in this part of Iowa.

Everbearing Strawberries

	Dozen	25	50	100	1000
Number 999 Giant.....	\$1.00	\$1.75	\$3.50	\$6.00	\$30.00
Progressive.....	.40	.80	1.00	1.75	8.00
Minnesota No. 17.....	1.00	1.50	2.00	3.50	20.00
Champion.....	.50	1.00	1.50	2.00	10.00
Everbearing Hybrids.....	.20				

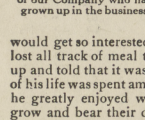
THE EVERBEARING STRAWBERRIES are now beyond the experimental stage and are carrying their right to more and more space in the garden and in the commercial plantings of the country. Plants set in the early spring will bear a large crop of fine, marketable berries the same summer and fall, bringing in enough cash in many cases within five months after plants are set, to pay for plants, labor, etc., and show a good profit besides, and then have your fields in fine condition for the next year's fruiting. In fact, we have had yields that showed a large enough profit the first year to also pay for the land at \$200.00 per acre.

Our large fields attracted a lot of attention during the past year. We had visitors from all over the United States, many of whom happened to be touring through Iowa, and came around by Osage just to see our fields when in full fruiting. We again opened some of our fields to our friends who cared to drive to the Nurseries and pick strawberries for their own use, at 10 cents a quart, and we had from a half-dozen to ninety-two auto loads of people a day, scattered through the summer and fall months, who accepted our invitation to come and pick for themselves.

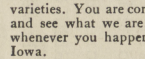
Good plants of Everbearing Strawberries are in great demand and in some parts of the country the crop has been short. We were favored with good growing weather and never had such large quantities of big, fat plants as we have to offer for the spring of 1925 shipping.



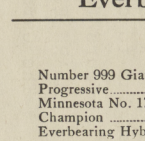
NATHANIEL C. GARDNER
Who started our business away back in 1857 was one of the pioneer horticulturists of the middle west



CHAS. F. GARDNER
Who for 21 years was president of our Company and one of the best known plant breeders in the Mississippi valley



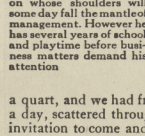
WILLIAM C. GARDNER
One of our Directors and in charge of Important Departments



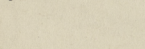
ROBT. E. GARDNER
Last but not least in "Bob" on whose shoulders will some day fall the mantle of management. However he has several years of school and playtime before business matters demand his attention



Major Jones of Union Mills, Maine, says our No. 999 is a wonder. He picked two sacks from under the brush after they had been covered for winter.—S. E. MUNSON, Calais, Maine.



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We have been able to greatly reduce our prices on some varieties and we solicit your orders with the assurance that we can take the best of care of same and send you extra quality plants at shipping time.

Varieties and Prices

Number 999 Giant—(Male). This wonderful variety did not just happen, like Topsy, in Uncle Tom's Cabin, but was the result of years of labor in breeding and was selected from eighty thousand seedlings by our Mr. Charles F. Gardner who spent the best years of his life in the work of originating and improving the Everbearing Strawberry.

Berries of Number 999 Giant are large, often measuring up to 5½ inches around. They have a beautiful bright red color and a flavor and fragrance different from any strawberry you ever tasted. As you bite into one of the big fellows you can easily imagine you are eating a new fruit, with the combine flavors of a rich, spicy cateloupe mixed with the luscious juiciness of a well ripened peach with that tantalizing wild strawberry flavor predominating over all.

Talk about your strawberry shortcakes. Here is where Number 999 shines, and think of it from plants set out this spring you can be picking these luscious, big berries for shortcakes and table use all through the summer and fall of same year plants are set.

The plants of Number 999 Giant are strong growers with splendid deep root system often going down to a depth of from 12 to 15 inches, enabling them to keep right on bearing through hot, dry times. The leaves have a bright clean tinge of bluish green color that is practically rust proof. Our best ten beds of Number 999 Giant plants, each measuring a rod square and grown in different parts of the United States, yielded an average of 186 pints of berries to each rod square bed, the same year plants were set.

Up to four years ago we estimated that our stock of Number 999 plants had then cost us about \$500.00 each and we would not sell our total stock and title today for \$50,000.00.

We have been doing our best to propagate plants as rapidly as possible, but have sold entirely out each spring and while our present stock is larger than last year, the rapidly increasing demand will take them all before the planting season is over. Almost every mail brings us letters of inquiry from parties who get a few plants last year and want to purchase by the thousand for spring 1925 shipment. It always pays to get new varieties from the originators. So send in your order early. Doz., \$1.00; 25, \$1.75; 50, \$3.50; 100, \$6.00; 1000, \$30.00.



A Box of Number 999 Giant Everbearing Strawberries Exactly Life Size

Minnesota No. 17—(Male). This variety was originated at the Minnesota Plant Breeding Farm. Berry is large size, fine quality and the plants bear a good crop of berries the same year they are set. This variety is subject to rust with us. Doz., 60c; 25, \$1.00; 50, \$1.50; 100, \$2.50, Postpaid.

Champion—(Male). This Everbearing variety came to us from Michigan. Some growers claim it identical with the Progressive, but with us it is a much stronger plant maker and bears 30 to 40 per cent more berries, which are larger than Progressive, and of different shape. So it would seem that parties who claim Champion and Progressive are the same variety, did not have the true Champion plant.

This variety bears a big crop of berries the same summer and fall of the year the plants are set. The first picking coming on from two to three weeks earlier than Progressives set at same time. Berries are of large size, good shape, and of splendid quality and will sell at high prices on any city market. We are fortunate in having a fine stock of plants of the true Champion variety and we have put our prices down so that everybody can order freely and have plenty of strawberries for home and market use, at a very small outlay for plants. Order freely for this variety will surely give you the best of satisfaction. Dozen, 50 cts.; 25 for \$1.00; 50 for \$1.50; 100 for \$2.00.

Everbearing Hybrids.—If you want to experiment with some new varieties that are not yet named, here is your chance. We will send you a dozen plants, each one different, selected from our Experimental fields for \$2.00, postpaid. It is very interesting to watch these new varieties grow and ripen their berries of different shapes and colors. These plants will be selected from forty of our best Hybrids which have fruited for the past four years. Only a dozen plants to one person as supply is limited. Dozen plants for \$2.00, postpaid.

Once-a-Year Fruiting Strawberries

	Dozen	25	50	100	1000
Premier.....	\$0.30	\$1.50	\$3.00	\$5.00	
Gibson.....	.40	1.75	3.00		
Senator Dunlap.....	.25	1.00	5.50		
Dr. Burrill.....	.25	1.00	6.00		
Cooper.....	.50	2.00	8.00		

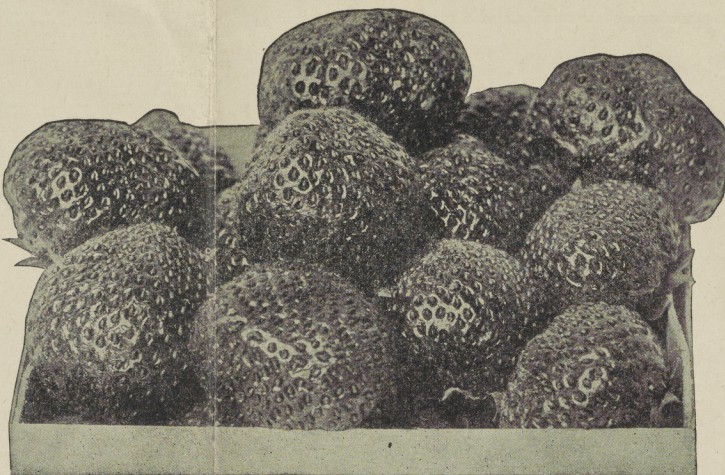
Number 39 Red Gold (See prices elsewhere)

From the long list of common strawberries we have selected only six of the very best varieties, running from early to late. Our plants are carefully grown and are strong, well-rooted and full of vitality and fruiting vigor. We dig fresh the same day order is shipped and know how to pack so as to have the plants reach you in good growing condition. We tie our plants 13 to the bunch as we find that they pack and carry much better than when tied 25 plants to the bunch. It keeps them from heating enroute and they open up fresh and bright and ready to go right to growing when they reach you. Our prices are low considering the quality and service we offer. All of our varieties are male and need no others set near them for heavy fruiting. Dozen and hundred prices, postpaid, orders of 1000 go by express, collect.

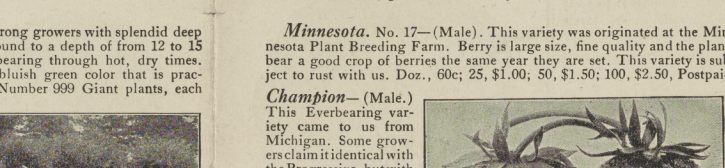
Number 39 Red Gold.—Our new once a year fruiter called Number 39 Red Gold until permanent name is selected stands away at the head of the list as it exceeds every other variety of strawberry we have ever grown in 10 different strawberry points of excellence.

The history of this new berry reads like a Romance in the strawberry world. The mating and crossing of the famous Number 999 Giant Everbearer with its wonderful vitality and vigor; its large beautiful exclusively flavored berries, with the equally famous once a year Premier, marked an epoch in strawberry history. See life size pictures of this new berry, description and prices elsewhere in this folder.

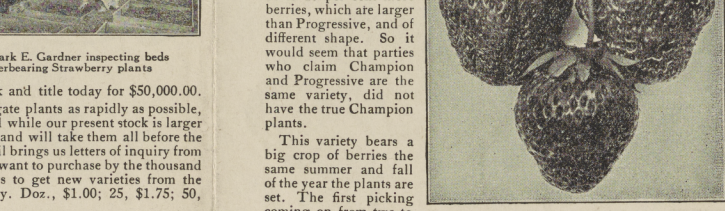
Gibson.—(Male, mid-season.) Another new variety of great merit and a good running mate for the "MILLION DOLLAR" strawberry, very large berries and holds up size down to the very last pickings. Dark, rich red which extends all through the berries. An excellent berry for market or



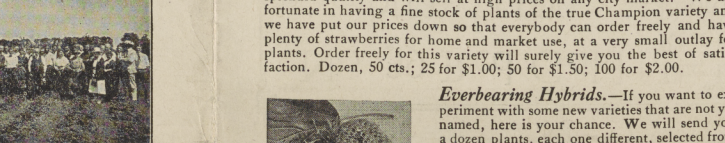
A Box of Number 999 Giant Everbearing Strawberries Exactly Life Size



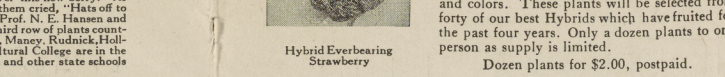
A View in Our Strawberry Experimental Grounds showing Fancy Evergreens in Background



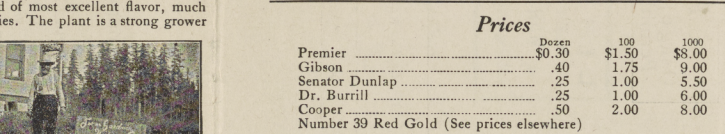
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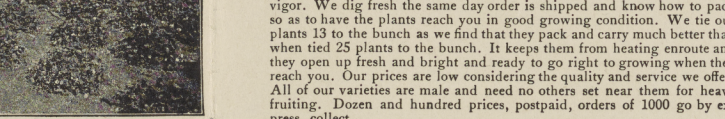
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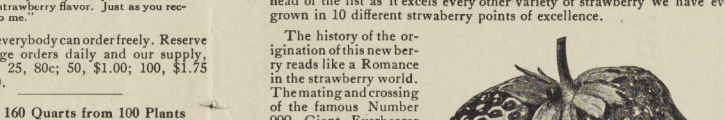
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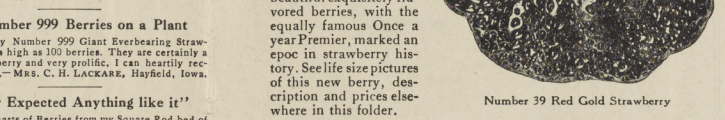
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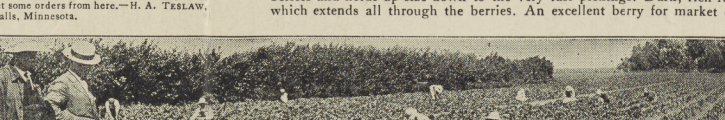
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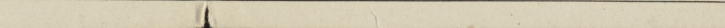
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home use. Plant strong grower with deep heavy root system. An excellent variety for canning as berries stay whole and also keep their rich red color. They will please you. Doz., 40c; 100, \$1.75; 1,000, \$9.00

Premier.—(Male, early.) This grand early variety will be sure to please you as the great big berries begin to ripen early in the season at the time southern berries are selling at your stores at a high price. Fine big berry, beautiful color, firm and meaty and fills the boxes quickly. Plant is a good grower with splendid root system. This is one of the parents of the Red Gold. Doz., 30c; 100, \$1.50; 1000, \$8.00.

Senator Dunlap.—(Male, mid-season.) This variety needs no description as it is so well known and grown in so many parts of the country. Many people will plant no other kind. Doz., 25c; 100, \$1.00; 1000, \$5.50

Dr. Burrill.—(Male, mid-season.) This fine new berry is a cross between the Dunlap and the Crescent and has been called the "MILLION DOLLAR" berry on account of its great money making qualities. Immense great big berries, beautiful color, meaty and firm, making a splendid shipper. Flavor and quality all that you can ask for and all in all a variety of great merit and one that will be sure to please you as it grows and fruits on your place. Doz., 25c; 100, \$1.00; 1000, \$6.00.

Cooper.—(Male.) A new variety from the East that comes very strongly recommended. Plant large and sturdy with deep root system. Fruit stem large with berries of extra large size and ripen over a long season. Doz., 50c; 100, \$2.00; 1000, \$8.00.

Ripe Berries in Five Weeks Time
In just five weeks from the time I set out the Everbearing Strawberry plants I had ripe berries and from then on until in November when the berries froze on the vines. There was only one week during the summer and fall that there were not ripe berries on the plants. I call that very good for the first year. HERBERT S. MERRILL, Box 202, Enfield, N. H.

"Very Proud of Her Plants"
Please send Bob's Plant Food for the dollar enclosed. My Number 999 plants are now white with blossoms and I am very proud of them. MRS. LINNIE SMITH, Delphos, Kansas.

Raspberries

	Each	Dozen	100	1000
Redpath.....	\$0.40	\$3.00	\$10.00	\$75.00
Latham.....	.20	2.00	6.00	35.00
Older, Black.....	.10	.70	6.00	
King, Red, extra hardy.....	.10	.70	6.00	
Sunbeam.....	.20	1.25	8.00	

There has been great improvements in varieties of Raspberries during the past few years especially in the red sorts. The introduction of the hardy Latham, followed by the Redpath gives to the people of the Northern States the largest Red Raspberry ever grown. We have picked 5 berries of Redpath that made a solid row across a quart berry box.

Raspberries are easily grown and a plantation will grow and produce large crops of fruit for many years.

Redpath.—A new Red Raspberry which resembles the Latham in bush and fruit but with us the berries are larger and more of them on a bush. A wonderful cropper yielding more to the acre than any other sort of which we know. Five berries of selected Redpath will make a solid row across a quart berry box. Berries are firm, good color and excellent quality. Each, 40 cts.; dozen, \$3.00, postpaid, 100, \$10.00; 1000, \$75.00, express or freight collect.



Redpath Red Raspberries, five berries make a solid row across a quart box.

Latham.—A close running mate to Redpath which it closely resembles. It is easy to get six berries to go across top of a quart berry box, but hard to find them large enough so that five will fill out the row. A very fine market variety. Each, 20c; Doz., \$2.00 postpaid; 100, \$6.00; 1000 for \$35.00 by express or freight collect.

Everbearing Raspberries

	Each	Dozen	100	1000
Erskine Park.....	\$.25	\$1.50	\$5.00	\$30.00
LaFrance.....	1.00			
St. Regis.....	.15	1.50	5.00	40.00

ERSKINE PARK.—A new everbearing red raspberry of mammoth size, averaging twice as large as St. Regis and of excellent quality. Fruits heavily on new canes all through summer and fall months. We counted 152 berries, buds and blossoms on one cane in October and there were thousands of canes that were just as good as one we counted. Each, 25c; Doz., \$1.50 postpaid, 100, \$5.00; 1,000, \$30.00 by express or freight collect.

LA FRANCE.—We are offering this new variety before having fruited it ourselves on the strength of the wonderful reports that have come to us from growers who have tested it in the past. Berries are very large in size, beautiful color, firm so as to be a good shipper and have a very pleasing flavor. Price strong plants, each \$1.00, postpaid.

ST. REGIS.—The original everbearer. Berries medium size, bears on new canes the first year planted. Does not withstand dry weather conditions as well as the varieties above. Each, 15c; Doz., \$1.50, postpaid; 100, \$5.00; 1,000, \$40.00 by express or freight collect.

SPECIAL RASPBERRY TESTING GARDEN, \$12.40 for \$5.00
Here is your chance to try the new varieties at a small cost.

100 Erskine Park 2 La France
6 Sunbeam 6 Latham
6 St. Regis 6 Redpath

Just order Raspberry Testing Garden for \$5.00 and we will understand.

Number 999 Plants Were Wonderful
I kept all blossoms picked from my Regis 999 of excellent quality. Fruits heavily fruited fast they bloomed, and each big berries. We picked until December and when they finally showed they were covered with blossoms and all sizes of berries. Mrs. F. L. BLODGETT, R. F. D. 2, Bellingham, Washington.

Mr. Durkop Likes Number 999
Your Number 999 Strawberry certainly is a wonderful plant. During the past month we have picked twenty-seven plants beside those the children picked, all from the little Red Square Bed. Wm. Durkop, 901 North Main Street, Crookston, Minnesota.

Other Small Fruits

Each and dozen prices, postpaid. Larger lots by express or freight collect.

BLACKBERRY.—Snyder.....	Each	12	100
DEWBERRY.—Trailing.....	Doz.	\$0.10	\$0.50
GRAPE.—Concord, Black.....	Doz.	.25	2.00
Niagara, White, large.....	Doz.	.25	2.00
Pocklington, White.....	Doz.	.25	2.00
Agawan, Dark red, fine.....	Doz.	.25	2.00
Beta, Black, extremely hardy.....	Doz.	.40	3.00
Alpha, Black, Hardy wine grape.....	Doz.	.40	3.00

Beta Grape.—A new type of Hardy Wine Grape that is absolutely hardy and requires no winter protection even in the far north. Grape medium size in compact bunches, very sweet when fully ripe. Splendid for growing along fence lines, porches or along side of buildings. Each, 40c; Doz., \$3.00; 100, \$25.00.

Alpha Grape.—Another new Hardy Wine Grape with fruit a little larger than Beta. They bear well when set together, Beta in one row and Alpha next to them. Both of these grapes are excellent for table use and also extra fine for cooking and extracting juice. Each, 40c; Doz., \$3.00; 100, \$25.00.

"Likes our Nursery Stock"
We had one of your Advertising Orchards and must say it was one of the finest collections of fruit trees and different plants I ever saw. Everything grew fine and in full bearing. We sold the place and as soon as we are established I want another advertising Orchard from you. Mrs. C. McDERMOTT, Sharolville, Ohio

Garden Roots
ASPARAGUS.—Have you a good asparagus bed? It is no trick at all to have plenty of this delightful, early spring vegetable fresh for your table and for canning. Spring is a good time to set these plants. Varieties: Giant Bonvallet, Conover's Colossal, Palmetto. They are all good. Each, 10c; per 10, 75c; per 100, \$3.00. By parcel post, 25c per 100, additional.

SPECIAL OFFER.—Asparagus Bed Number 1, of 4 dozen, 3 year old Giant Bonvallet plants for \$1.00, postage 20c extra. Order as many beds as you want at this price.

RHUBARB, or Pieplant. This old fashioned pieplant of our grandmothers' garden is rapidly coming into use again. Our sales on Rhubarb show a big gain each year. No other plant can take its place for early spring sauce and pies. Splendid also for use in summer for canning and preserving with high priced berries, etc. Each, 25c; per 12, \$2.00, postpaid; per 100, \$10.00 by express or freight collect. Better order 100 plants.

"Blizzard Belt" Orchard Fruits
Express or Freight Collect

	Each	10	100
Apple Trees all 3 to 5 ft., two years old.....	\$0.60	\$5.00	\$40.00
APPLE—Duchess, Summer.....	.60	5.00	40.00
Yellow Transparent, Summer.....	.60	5.00	40.00
Wealthy, Fall, very fine.....	.60	5.00	40.00
McIntosh Red, Fall.....	.60	5.00	40.00
Winesap, Winter, excellent.....	.60	5.00	40.00
N. W. Greening, Winter.....	.60	5.00	40.00
Jonathan, Winter, very good.....	.60	5.00	40.00
Grimes Golden, Winter.....	.60	5.00	40.00
Delicious, Winter, large.....	.60	5.00	40.00
Whitney No. 20, Crab.....	.60	5.00	40.00
PEACH—Elberta, 2 to 3 ft.....	.50	4.00	
Crosby, 2 to 3 ft.....	.50	4.00	
PEAR—Kieffer, 3 to 4 ft.....	.70	6.50	
Bartlett, 3 to 4 ft.....	.70	6.50	
CHERRY—Gompess, 3 to 4 ft.....	.60	5.00	
Early Richmond, 3 to 4 ft.....	.60	5.00	
Montmorency, 3 to 4 ft.....	.60	5.00	
PLUM—Wyant, 3 to 4 ft.....	.75	7.25	70.00
DeSoto, 3 to 4 ft., very large.....	.75	7.25	70.00
Waneta, 3 to 5 ft.....	1.00	8.00	75.00
Sapa, Cherry Plum, 3 to 5 ft.....	.75	7.25	70.00
Opata, Cherry Plum, 3 to 5 ft.....	.75	7.25	70.00

Grafted Trees of Our New Named and Numbered Varieties of Japan-American Hybrid Plums

These varieties are those which we have selected from the thousands of fruiting seedlings and are the result of over 40 years of work in cross breeding and selection.

CAPTAIN GARDNER. This variety formerly kept under the Number 62, we have given the permanent name of Captain Gardner, in honor of the late Capt. Charles F. Gardner, who worked a lifetime in the originating of this and other new fruits. The tree is very hardy, with strong upright growth, making a splendid nursery and orchard tree.

Photo shows actual size of
single fruit stem but with
three inches cut from
lower end



Our New
Number 39 Red Gold Strawberry
The Peer of all Once-a-Year Fruiters
A Romance in the Strawberry World

THE STORY of how the Number 39 Red Gold was originated is as fascinating a romance as is contained in the best sellers in the book stores. It covers a period of over 17 years of scientific strawberry breeding, carried on by our Mr. Charles F. Gardner and his corps of assistants, and deals with thousands upon thousands of Individual Hybrid Strawberry varieties, each one having its own particular individual characteristic and differing from all others just as in the human race each person has his individual characteristics with no two alike in the whole wide world.

Starting with the original Pan American Everbearer we mated and crossed it with the Autumn, and worked for twelve years with the Everbearing varieties, with wonderful success, originating many new and valuable varieties. Five years ago we decided to see what we could accomplish by mating and breeding the best Everbearing variety with the best Once-a-Year Fruiter and so crossed the Number 999 Giant Everbearer with the big Once-a-Year Fruiter, Premier. On the outside of this folder is a photo showing Charles F. Gardner with Breeding Box tipped back and the Number 999 and Premier plants loaded with berries. The seeds from these berries were saved and from same some fifteen hundred individual Hybrid varieties were grown, all were different from each other with no two alike and no more like them in the world.

As these Hybrids began to fruit there was one variety that stood head and

shoulders above all the others, both in vigorous growth of plant, and also in the large size and beautiful appearance of the berries, which were simply wonderful for being borne on so young a plant. This variety was numbered 39 in our Testing Plots and the following year the berries were still larger and the variety has shown marked improvement each year since, until we now expect it has reached its maximum goodness, for we do not see how it could be any better. Mother Nature certainly did herself proud in the blending of these two varieties and not only gave this new child all of the combined good qualities of the parents, but also added some extra for good measure, as you can see from the reproduction from actual life size Photo's of fruit stem and berries as shown on this page. It has only taken a few minutes to write out the story of how the Number 39 Red Gold originated, but it took 17 years of painstaking work in Breeding and Plant Selection, to develop this wonderful variety to its present perfect state, where it is far ahead of any variety we have ever grown in all ten points of strawberry excellence.

I saw Gardners Number 39 Red Gold Strawberry at fruiting time last season and for quantity, size, beauty and high quality of berries it was far ahead of any other varieties I have ever seen. J. JACOBSON, Osage, Iowa.

During the past eighteen years in and around a nursery I have observed the fruiting of nearly all varieties of commercial strawberries now listed in the various nursery Catalogues. Last June I witnessed the fruiting of The Gardner Nursery Company's new variety, Number 39 Red Gold. For sturdy growth of plants; large fruit stems, generously loaded with beautiful berries, this Variety Crowns the list of present day strawberries. H. E. TUTTLE, Osage, Iowa.

I examined the Number 39 Red Gold Strawberry when in fruiting last Spring in the Testing Beds of The Gardner Nursery Company. I found berries that measured up to $7\frac{1}{4}$ inches around, growing on large Giant fruit stems. The berries were of fine flavor and of a very striking color and the yield was Enormous. WILBUR WEED, Osage, Iowa.

No. 39 Red Gold Strawberry

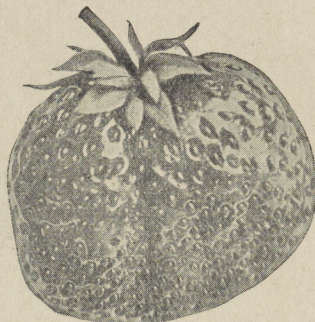
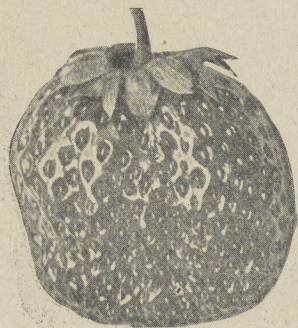
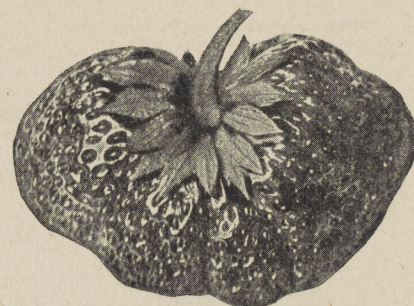
The Largest High Quality Strawberry Grown
Result of 17 Years of Scientific Plant Breeding
Photo Reproductions Below Show Actual Size

Description—No. 39 Red Gold

PLANTS are large, with deep feeding root system, and make new runners in abundance. Leaves are a dark green color and not subject to rust. Fruit stems measure up to 12 to 15 inches tall and are from two to four times as large as Dunlap, etc. They hold the big berries up and out of the dirt and make picking a pleasure. When in bloom they look like a bed of solid white Daisies and are so pretty you want to call in your friends to see them. But it is as the berries grow and begin to ripen that they are so wonderful with their big, brightly colored fragrant berries, kept up out of the dirt by the sturdy fruit stems, and you will put yourself out to invite people to "come and see." The berries measure up to $7\frac{1}{4}$ inches around and are borne in greatest profusion, with from 12 to 20 on a fruit stem. They begin to ripen a little ahead of Premier and have a long fruiting season, holding the big size of the berries to the very last picking. Berries are firm for shipping and have a clear red strawberry flesh that is meaty and firm and that simply melts in the mouth, with every drop of juice loaded with that good old fashioned wild strawberry flavor. The shapes of the Red Gold berries are very distinctive and constantly attract your attention as you are picking.

PRICES

We will offer plants of the NUMBER 39 RED GOLD for shipment in fall of 1925 or spring 1926 at moderate price of \$1.00 per dozen or \$5.00 per 100. For this spring we need all of our plants for our own propagating fields, but to those of our friends who want to get a years start with this wonderful new berry, we have reserved a small block of Number 39 Red Gold Plants and will supply them as long as they last at 6 plants for \$5.00 or 15 plants for \$10.00, to be shipped by Insured Parcel Post, safe arrival guaranteed, at proper planting time this spring. 15 plants will grow you a good sized bed and make you a big profit as we have had many plants that average over a hundred fine new runners to a plant.



REPRODUCTIONS ABOVE SHOW ACTUAL SIZE OF NO. 39 RED GOLD BERRIES

Do you want a Gold Mine in your Garden?

Read about the wonderful new strawberry that is destined to make strawberry history during the next few years.

The story of how this big Red Gold strawberry was originated by our Mr. Charles F. Gardner, who mated and bred the Number 999 Giant Everbearer with the big once-a-year fruiter Premier, is a Romance in the Strawberry world. See inside.

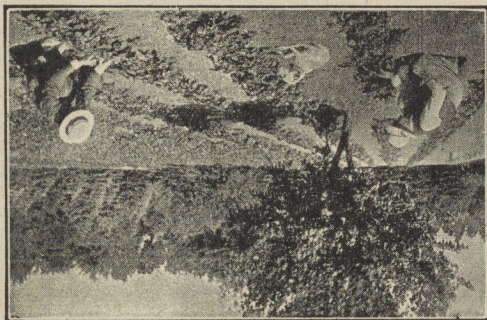
The Number 39 Red Gold stands away at the head of all other once-a-year fruiting Strawberries we have ever grown, in all 10 points of Strawberry Excellence.



A Number 39 Red Gold Strawberry Life Size

Ten Points of Strawberry Excellence Here they are

- FIRST—Large healthy plants and the greatest plant maker we have ever grown.
- SECOND—Very heavy and deep feeding root system extending down into the soil to a depth of 12 to 15 inches.
- THIRD—Bred from two of the strongest growing varieties it is practically rust and frost proof.
- FOURTH—Its Giant size fruit stems measure up to 12 to 15 inches and are so large and strong that they hold the berries up out of the dirt.
- FIFTH—Berries are of mammoth size. The past season we have easily found specimens measuring 7 to 7¼ inches around at every picking right up to the very last.
- SIXTH—Berries are of distinctive shapes and fill boxes very rapidly. Season a little earlier than Premier.
- SEVENTH—Color is uniform on all shapes and is of the most brilliant strawberry red we have ever seen.
- EIGHTH—The quality of the berries is very high as they are sweet and every drop of juice is filled with that delicious Wild Strawberry flavor.
- NINTH—Number 39 Red Gold is the greatest self advertiser we have ever grown. It is constantly inviting to come and look and taste.
- TENTH—It is a very heavy yielder the berries simply being borne in greatest profusion and stands well ahead of any other variety we have ever grown, in these ten points of Strawberry excellence.



Charles F. and Clark E. Gardner examining new varieties of Strawberries growing in our Testing fields.

it at the June Strawberry Fruiting Season, provided you do not find the Number 39 Red Gold to be all and even more than we claim for it.

Number 39 Red Gold Strawberry will be a big money maker for all who grow it and by setting some of these plants you can literally have a "Gold Mine" operating in your garden that will pay you big dividends for years to come.

Special Offer

We make a standing offer to pay Railroad Fare and Hotel Bills if you make us a vis-

The Gardner Nursery Company
Drawer 765, Osage, Iowa.

